REMARKS/ARGUMENTS

Status of Claims

Claims 1-38 were examined. Claims 10, 20, 25 and 35 have been cancelled herein.

Independent claims 1, 11, 21, 23, 26 and 36-38 have been amended.

Overview of the Office Action

Claims 1-4, 7-14, 17-29 and 32-38 have been rejected under 35 USC 102(b) as being

anticipated by Holman (US 5,287,181).

Claims 5, 6, 15, 16, 30 and 31 have been rejected under 35 USC 103(a) as being

unpatentable over Holman in view of Kitsukawa (US 6,282,713).

The drawings have been objected to for failing to show reference numeral "21".

Claims 4, 14 and 29 have been objected to for using "recordal" which allegedly is not a

word.

Amendments addressing Section 112 issues and formalities

With regard to the drawings, the specification has been revised to remove any mention of

numeral "21." Thus, this objection has been rendered moot.

As to the word "recordal," the Examiner's contention that it is not a word is surprising. It is indeed a word that appears in every English dictionary and is used on PTO forms. A simple Internet search will readily reveal numerous uses of this word. The Examiner is respectfully requested to reconsider and withdraw this objection.

Summary of subject matter disclosed in the specification

The present application discloses a technique for broadcasting a programming signal, such as for a television show, together with a program-related data signal that can be used, for example, to print a reward interactively with watching the program. The reward can be, for example, a discount coupon for purchasing a product advertised as part of the programming signal.

Paragraph [0018] of the published application describes that:

> "In accordance with a key aspect of the present invention, the reward data signal 7 includes all of the data specific to the particular reward coupon that is required to print it. Such data includes, for example, the text, font, formatting, symbols, background color, font color, and the like. All of this data is included in a reward data signal 7, is combined with programming signal 5, and is transmitted along with the programming signal as part of output signal 2."

Although this approach is advantageous and valuable, paragraph [0025] explains that "the addition of reward data signal 7 to programming signal 5 adds to the data transmission burdens both at the transmitting end and the receiving end." The description goes on to explain that "it may be advantageous to limit the amount of additional data that needs to be broadcast due to the inclusion of the reward data signal in output signal 2." How is this to be done? The answer can be found in paragraph 25 where it is explained as follows:

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"One way of doing so is to permanently store at the viewer's location some of the reward data that is required to print a reward coupon and which is common to all interactively available rewards. This data is stored in memory 39. Thus, the common reward printing data is stored in memory 39, whereas only the data specific to one reward is broadcast as part of output signal 2.

Thus, a key point to remember is that insofar as the reward data is concerned, part of that data is permanently stored at the viewer's location and only a part of it is broadcast together with the programming signal.

Descriptive summary of the prior art

Holman discloses a technique which provides an electronic redeemable coupon. The coupon, referred to as "message information", is disclosed by Holman as being transmitted in its entirety together with the television signal. See, for example, column 9, lines 10-32.

Patentability of independent claims over the prior art under 35 USC 102

Claim 1 has been revised hereinabove by incorporating thereinto the subject matter of dependent claim 10. Thus, amended claim 1 specifies that the supplementary, program-related outputs comprise a combination of common output data and specific output data. The common output data is pre-stored locally with respective members of the audience for retrieval rather than being broadcast with the programming signal. Both the common output data and the specific output data are combined to generate the supplementary, program-related output.

On page 6 of the Office Action, the Examiner contends that this feature is disclosed in Holman. For example, the Examiner refers to the text bridging columns 16 and 17. That text does indeed refer to two types of data. The first type is the electronic coupon information on line 244. The second type is household information on line 306. This household information is

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permanently stored locally whereas the coupon information is transmitted with the programming

signal. However, this arrangement fails to anticipate claim 1, as amended herein. In particular,

the household information is not a part of the supplementary- program-related output, i.e. the

coupon itself. Rather, it is used as part of the data that is checked to determine whether the

person desiring access to the electronic coupon system has authorized use of the system.

Consequently, it is clear that Holman does not disclose, teach or even hint at the present

invention.

In view of the above, it is respectfully submitted that claim 1 is allowable over Holman.

Likewise, independent claims 11, 21, 23, 26 and 36-38 also include this feature and, thus, are

allowable as well.

Patentability of independent claims over the prior art under 35 USC 103

The Examiner has relied on Kitsukawa as a secondary reference. This reference has been

reviewed and found not to adversely affect the patentability of the independent claims because it

fails to bridge the above-discussed gap between such claims and Holman.

Patentability of dependent claims

The remaining claims are each dependent upon one of the above-discussed allowable

independent claims. Thus, each of these dependent claims is allowable as well.
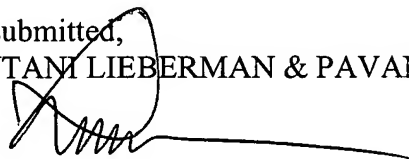
Conclusion

Based on all of the above, it is respectfully submitted that the present application is now

in proper condition for allowance. Prompt and favorable action to this effect and early passing of

this application to issue are respectfully solicited.

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Should the Examiner have any comments, questions, suggestions or objections, the

Examiner is respectfully requested to telephone the undersigned in order to facilitate reaching a

resolution of any outstanding issues.

It is believed that no fees or charges are required at this time in connection with the

present application. However, if any fees or charges are required at this time, they may be

charged to our Patent and Trademark Office Deposit Account No. 03-2412.

Respectfully submitted,
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